GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

I&I Dept., - AP Digital Corporation Limited - Continuation of 113 posts of Social Media functionaries and 25 posts of Digital Campaigners, working on outsourcing basis, for a further period of two (2) years - Orders - Issued.

INFRASTRUCTURE & INVESTMENT(AIRPORTS) DEPARTMENT

G.O.Rt.No.62 Dated 08.11.2021.

Read the following: -

1. G.O.Rt No.2029, G.A.(I&PR)Dept., dt.13.09.2019.
2. G.O.Rt No.738, G.A.(I&PR)Dept., dt.28.04.2020.
3. G.O.Ms.No.19, I&I (Airports) Dept., dated 31.03.2020.
4. G.O.Rt.No.791, GA (I&PR) Dept., dated 05.05.2020.
5. From the VC&MD, APDC Lr.No.001/SPL/APDCL/Post Sanction-1/2021, Dated 15.04.2021.

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In the G.O 3rd read above, Government has established AP Digital Corporation to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connecting to the people and to align the vision of the Government to drive AP Digital Mission with certain objectives.

2. In the letter 5th read above, the Vice Chairman & Managing Director (VC&MD), AP Digital Corporation Limited (APDCL) has informed that Government has sanctioned 113 posts including special officer, social media content developer, social media analyst for a period of eight months w.e.f. 01.08.2019 on outsourcing basis vide G.O 1st cited and also sanctioned 25 Digital Campaigners for a period of one year w.e.f. 18.02.2020 on outsourcing basis vide G.O 2nd cited.

3. In the G.O 4th read above, Government has issued orders shifting the Social and Digital Media wing from I&PR to APDCL along with individuals and professionals/functionaries like Chief Digital Directors, Digital Campaigners (25) and Social Media functionaries (113) working on outsourcing basis. Accordingly, all the above staff members were shifted to APDCL as it is and where it is condition as per Government Orders. The pay and allowances of the above staff members are being met from the funds available with APDCL as per the Government norms. There is a need to continue all above sanctioned posts i.e. 138 (113 plus 25 posts) to meet the demand of work load in APDCL. The remunerations of the above individuals are being met from out of the budget allotment to APDCL/ through APCOS as per the budget provisions.

4. The VC & MD, AP Digital Corporation has requested to accord permission for continuation of above 113 posts w.e.f. 01.04.2020 and also 25 posts of Digital Campaigners w.e.f. 18.02.2021 for a further period of three (3) years so as to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government.

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5. Government after careful examination hereby approve the proposal for continuation of 113 posts of Social Media functionaries (sanctioned vide G.O 1st read above) w.e.f.01.04.2020 and 25 posts of Digital Campaigners w.e.f. 18.02.2021 (sanctioned vide G.O 2nd read above) for a further period of two (2) years, subject to review of their performance, to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government to reach the needy people.

6. The Vice Chairman and Managing Director (VC&MD), AP Digital Corporation Limited shall take necessary action accordingly.

7. This order issues with the concurrence of the Finance Dept., vide their U.O.No.FMUOASD(IIE)/7/2021 (Computer No.1403673), Dated 28.10.2021.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALAVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, AP Digital Corporation Limited,
Vijayawada.

Copy to
The P.S to Addl.Secretary to Hon'ble C.M.
The OSD to the Hon'ble Minister for I&I.
The PS to Special Chief Secretary to Govt., I&I Department.
SC/SF (C.No.INI01-APFN/6/2021-Airports (Comp.No.1400628)

//FORWARDED BY ORDER//

SECTION OFFICER